

**Follow-Up to BRICA Pre- WHCoA
February 8, 2005
“Who Are You Calling Old?
Serving the Baby Boomers in 2015”**

**Workshop: Caregiving Issues for the Onslaught of Elderly Who Are Now
“Boomers”**

**James C. O’Neal, Associate Director of Marketing, Visiting Nurse Service Choice,
With associates Robin Finley and Rev. Gregory Johnson**

There were 24 people present in our workshop. James O’Neal laid background, demographics and psychographics for target audience. Rev. Johnson followed with a video presentation of “Caring for Me; Caring for You”. Robin Finley followed with a wrap-up of various caregiving programs, including programs for those suffering with Alzheimer’s disease.

Priority issue #1: How will a smaller group of people start to take care of a larger group of people once “Baby Boomers” become ill, elderly, senior citizens?

Barriers:

- “Baby Boomers” largest group to ever retire in the US. Fewer caregivers available
- Services and programs not being prepared by 2015 to service influx of senior citizens
- Traditional means of care no longer acceptable, available, or effective

Proposed solutions:

- Community-based long term care programs
- Increased independent and assisted living facilities
- Grandparents caring for grandchildren; exploring new living and caregiving arrangements